



CLIFF AVENUE UNITED FOOTBALL CLUB

Apparel, Logo, Name and Club Promotion Policy *established: July, 2005*

Cliff Avenue United Football Club (CAUFC) is a registered club through the Societies Act of British Columbia and a member of British Columbia Soccer Association. As a club we desire to have a more unified approach to our image. This policy has been established to build a stronger club and to make all players, coaches and other members feel and be part of an organization that is inclusive of all. The club will therefore control and protect proper usage and promotion of its branding, name and logos. It is the policy of CAUFC that only the club itself (through the board of directors) can authorize any use and distribution of Cliff Avenue United's name and logos.

All players, coaches and other members must ensure that they meet the policy standards when it comes to CAUFC apparel and the use of the logo, name and the promotion of our club as a whole. Policy standards include the following:

1. No team is permitted to use any other uniforms, jackets, tracksuits, or other garments and articles, other than official garments and articles that have been authorized by CAUFC, when representing CAUFC during any game. CAUFC colours are orange, white and black. Individual players and coaches may wear whatever they wish on an individual basis without the CAUFC logo. CAUFC apparel is to only include the Cliff Avenue name and logo and not the team name so that garments can be worn by players/coaches in future years on different teams.
2. Teams may purchase any matching garments for practice use only providing it is not identified as being CAUFC. This matching apparel is not to be worn during any game representing CAUFC.
3. You must receive permission from the board of directors to use the CAUFC logo on any apparel that is not on the list of Pre-approved Garments and Articles. This apparel may only use the colours orange, black or white. Written approval is required by the club president and one other board member.
4. Members, coaches and players are not required to purchase any uniforms, jackets, tracksuits should they not wish to do so. It is up to each individual child and their parent to determine whether or not they wish to purchase authorized CAUFC apparel or practice apparel.
5. A list of Pre-Authorized Garments and Articles will be posted every season on the club's website, along with the authorized vendors from where to purchase. Again, any other garment or article that is not on this list, or not from an approved vendor, must first be approved by the board before any CAUFC name or logo is used.